



GEORGINA

Town of Georgina

COMMUNITY IMPROVEMENT PLAN

for downtown businesses

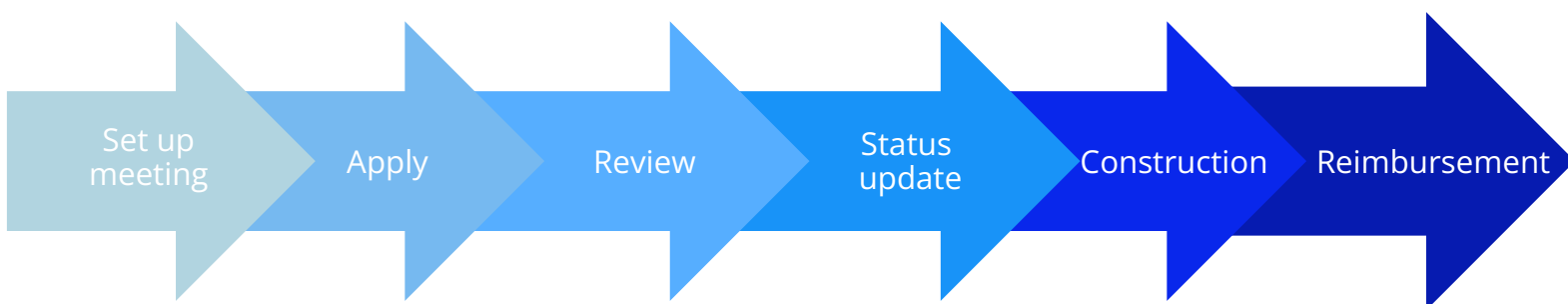


Updated Spring 2025

Great storefronts support great businesses and help to create attractive, lively and vibrant downtown areas.

The Community Improvement Plan (CIP) was established to assist property/store owners located in a defined improvement area to help articulate the Town of Georgina's streetscaping and revitalization efforts in those areas. Grant funds are allocated on a first-come, first-served basis.

Program process



Step 1: Set-up meeting

- Connect with Economic Development and Tourism staff (ed@georgina.ca) to set up a meeting to discuss the desired scope of work, confirm eligibility and relay timeline expectations.

Step 2: Apply to the program

- Complete the online application form with the necessary accompanying documents.
- Ensure you are applying a minimum of 4 (four) weeks before the work is set to begin.

Step 3: Review process

- Completed applications will be reviewed by the Town's Internal Review Team with a focus on the design principles.

Step 4: Status/Confirmation update

- Once the application has been reviewed, you will receive an update from the Town regarding if your application has been approved.

Step 5: Construction

- Upon receipt of an approved application, work on the project can begin. Applicants have 1 (one) year from their application date to complete the scope of the work.

Step 6: Reimbursement

- Once the job is complete and paid, submit the paid-in-full invoices and the short feedback survey to receive the reimbursement cheque.

Eligibility

The Community Improvement Plan is intended to improve a defined area within a community that has been identified as in need of revitalization. The Town of Georgina has identified the following Business Improvement Areas as the boundary lines for the CIP grants (find boundaries at georgina.ca/downtowns):

Uptown Keswick

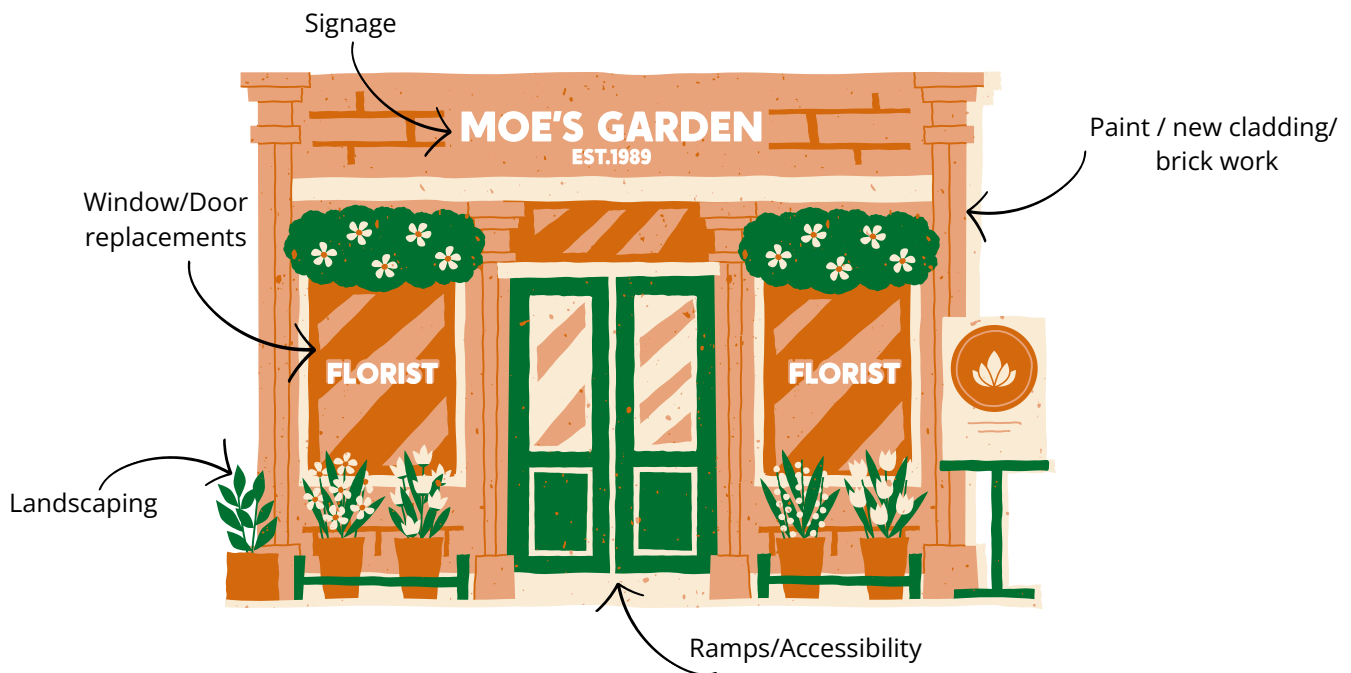
Downtown Sutton

Downtown Jackson's Point

All building owners/business operators who are members in good standing are eligible to apply to this grant program, subject to the following requirements and the availability of funding as approved by Council:

- Applications must be submitted and approval received before any work begins.
- Applicants must have a meeting with a Town of Georgina Economic Development and Tourism staff member to discuss the proposed scope of work and timeline.
- Written consent for the scope of work must be provided by the property owner.
- The subject property shall not be in a position of tax arrears. All taxes owing shall be paid or cancelled before the disbursement of any grant money.
- All final invoices must be paid in full and match the original quotes submitted as part of the grant application to receive the full approved amount. If they do not match up, the approved grant amount will be 50 per cent of the invoice or the amount previously approved, whichever is less.

Note: Applicants may apply to one or more of the grant programs to the maximum allowable amount and based on matching funds.



Grant Streams

Facade Building Grant

This grant promotes sensitive redesign of existing building façades to enhance the existing image of the area. Improvements include painting (including exterior wall murals), restoring façade masonry and brickwork, restoring architectural features, replacing or repairing windows, improving the appearance of entrances, re-design storefronts, installing new signs (subject to sign by-law), installing or repairing canopies and awnings, installing or repairing exterior lighting and additional façade improvements as approved by the Town. The façade improvements must conform to design guidelines approved by the Town.

Heritage Grant

This grant provides existing building owners/operators with a financial incentive to improve the appearance of existing heritage building façades through work that, for example, conserves or enhances designed attributes, conserves significant exterior architectural features, the re-creation of documented historical features, exterior painting in documented historical colours, structural repairs, architectural and/or engineering services, introduction of elements to protect heritage features, historical landscaping projects and additional heritage improvements as approved by the Town.

Accessibility Improvement Grant

The Accessibility Improvement Grant provides improved interior and exterior accessibility to existing buildings. Improvements include barrier-free storefront access, ramps or the improvement of business access (eliminating stairs), rear lot parking, enhancing washrooms, installation of lifts, increasing door width/clearance and additional accessibility improvements as approved by the Town. Accessibility improvements must follow the accessibility requirements in the Ontario Building Code to be approved.

Landscape Grant

The Landscape Grant promotes the establishment of enhanced landscaping, such as reconstruction of pedestrian pathways or corridors, sustainable landscape initiatives, modification of existing open spaces, green street initiatives, portable and permanent planters to improve the existing image of the area and additional landscape improvements as approved by the Town.

50 per cent of eligible expenses up to a maximum of \$7,5000 is available per stream for the Community Improvement Plan Program.

All applications will be considered by the Internal Review Team, subject to available funding.

Design principles

For the complete Façade and Heritage Grant Program Guidelines, visit georgina.ca/grants.

General Building Guidelines

- All new developments should be compatible with the character and context of the surrounding area.
- Streetscapes composed of similar-style buildings with subtle variations create a visually stimulating urban environment.

top

The roof condition, expressed as an upper storey or roof features, should be distinguished from the rest of the building and designed to contribute to the visual quality of the streetscape.

middle

The middle or body of the building should be distinct from the base but build upon scale and rhythm of the window openings and contribute to the physical and visual quality of the overall streetscape.

base

A base should be clearly defined so that it contributes positively to the animation of pedestrian environment, transparency, articulation and material quality.



Storefront

- Entrances, signage, weather protection and lighting are all elements of successful storefronts.
- Barrier-free access.
- Signage is consistent with signage guidelines (see signage section).

Materials

- Brick, stone, wood, glass, in-situ concrete and pre-cast concrete are recommended for new construction.
- Use of high-quality materials that are true to their nature and do not mimic other materials.

Signage

- All signage should conform to bylaws and regulations.
- Signs should contribute to the quality of individual buildings and the overall streetscape.
- Projecting/hanging signs are not permitted.
- Moveable signs like sandwich boards should have two faces and be located in front of the associated business on private property.
- Moveable signs must be moved inside after business hours and protected against movement from wind.
- No parts of signs, awnings or canopies are allowed to encroach on to sidewalk or road allowance.



awning placement on storefront



store signage



movable sign

Heritage

- In general, the original, distinctive qualities and character of the historic building shall be preserved, with removal and alterations avoided where possible.
- If removal is required, materials shall be replaced with the same or compatible materials complementary to the original design.

Important to know

- If you start work before the official approval letter is received, the project is no longer eligible to receive the Community Improvement Plan fund
- Decisions are final and cannot be appealed
- If your application is rejected, you will be advised why and able to resubmit
- Due to limited funding, grants are approved on a first-come, first-served basis
- The applicant is responsible for obtaining any required permit or approvals for the work
- The applicant is responsible for communicating any changes in design after the funding is approved
- Grant amounts will not be increased due to changes in the project scope or unforeseen costs
- Additional grant opportunities available georgina.ca/grants

Documents needed

- Approval from the property owner and signature on the authorization form
- Concept drawings/designs of the proposed improvements
- A front elevation photo of your building
- List of what will be removed, if anything
- List of the proposed additions - new specifications

Application Page

georgina.ca/grants



Contact Us

Contact ed@georgina.ca with any questions regarding the Community Improvement Plan fund program



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